



Discover *the* Facts

FIRST QUARTER
2008 VOLUME XVI

A Digest of Statistical Information on the Nevada Tourism Industry



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NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2006	2007	PERCENT CHANGE
April	4,643,547	4,547,530	(2.1%)
May	4,696,139	4,616,031	(1.7%)
June	4,560,424	4,669,235	2.4%
July	4,962,424	4,951,404	(0.2%)
August	4,828,602	4,855,796	0.6%
September	4,519,100	4,582,332	1.4%
October	4,665,863	4,576,691	(1.9%)
November	4,118,438	4,197,123	1.9%
December	4,124,411	4,179,846	1.3%

MONTH	2007	2008	PERCENT CHANGE
January	4,361,312	4,105,000	(5.9%)
February	4,175,696	4,185,013	0.2%
March	4,910,243	4,619,041	(5.9%)
TOTAL	54,566,200	54,085,044	(0.9%)

First Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	9,629,007	9,670,074	0.4%
Laughlin	819,075	773,608	(5.6%)
Mesquite	420,924	414,683	(1.5%)
Washoe County	1,192,245	1,096,690	(8.0%)
All other counties	1,386,000	954,000	(31.2%)
TOTAL (State)	13,447,251	12,909,055	(4.0%)

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2006	2007	PERCENT CHANGE
April	639,789	592,754	(7.4%)
May	512,309	607,687	18.6%
June	611,208	508,926	(16.7%)
July	458,497	311,473	(32.1%)
August	670,014	778,561	16.2%
September	454,044	448,544	(1.2%)
October	580,999	465,114	(19.9%)
November	675,955	670,701	(0.8%)
December	212,930	167,922	(21.1%)

MONTH	2007	2008	PERCENT CHANGE
January	851,031	738,844	(13.2%)
February	980,861	937,122	(4.5%)
March	766,204	675,238	(11.9%)
TOTAL	7,413,841	6,902,886	(6.9%)

First Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	2,235,351	2,209,715	(1.1%)
Laughlin	40,672	33,740	(17.0%)
Washoe County	216,123*	55,088	(74.5%)
All other counties	105,950	52,661	(50.3%)
TOTAL (State)	2,598,096	2,351,204	(9.5%)

*USBC took place in February 2007 in Reno.

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2006	2007	NET CHANGE
April	88.0%	88.4%	0.4
May	85.6%	87.1%	1.5
June	85.3%	87.9%	2.6
July	87.8%	87.5%	(0.3)
August	87.5%	86.9%	(0.6)
September	87.1%	86.9%	(0.2)
October	85.9%	86.7%	0.8
November	81.2%	80.7%	(0.5)
December	75.1%	75.4%	0.3

MONTH	2007	2008	NET CHANGE
January	79.8%	78.4%	(1.4)
February	85.6%	83.3%	(2.3)
March	89.5%	85.8%	(3.7)
MONTHLY AVG	84.9%	84.6%	(0.3)

First Quarter 2008 Area Highlights

AREA	2007	2008	NET CHANGE
Clark County:			
Las Vegas	90.0%	88.4%	(1.6)
Laughlin	76.2%	74.1%	(2.1)
Mesquite	89.7%	87.6%	(2.1)
Lake Tahoe*	83.4%	82.8%	(0.6)
Washoe County	69.4%	62.2%	(7.2)
All other counties	58.5%	53.3%	(5.2)
QUARTER AVG (State)	85.0%	82.5%	(2.5)

The occupancy levels of Las Vegas, Laughlin, Mesquite, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	2006	2007	PERCENT CHANGE
April	4,706,139	4,717,228	0.2%
May	4,745,295	4,802,607	1.2%
June	4,596,444	4,705,157	2.4%
July	4,844,997	4,848,013	0.1%
August	4,830,618	4,804,547	(0.5%)
September	4,664,134	4,656,229	(0.2%)
October	4,753,390	4,798,747	1.0%
November	4,300,038	4,325,654	0.6%
December	4,129,048	4,176,528	1.1%

MONTH	2007	2008	PERCENT CHANGE
January	4,396,719	4,342,228	(1.2%)
February	4,270,204	4,367,394	2.3%
March	4,938,291	4,851,780	(1.8%)
TOTAL	55,175,318	55,396,111	0.4%

First Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	10,788,653	10,854,638	0.6%
Laughlin	731,138	721,028	(1.4%)
Mesquite	216,638	217,422	0.4%
Lake Tahoe*	170,202	176,973	4.0%
Washoe County	1,050,212	997,090	(5.1%)
All other counties	648,371	594,251	(8.3%)
TOTAL (State)	13,605,214	13,561,402	(0.3%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2006	2007	PERCENT CHANGE
April	178,253	177,823	(0.2%)
May	178,919	177,887	(0.6%)
June	179,678	178,422	(0.7%)
July	178,069	178,715	0.4%
August	178,152	178,341	0.1%
September	178,397	178,542	0.1%
October	178,525	178,607	0.0%
November	176,430	178,712	1.3%
December	177,393	178,656	0.7%

MONTH	2007	2008	PERCENT CHANGE
January	177,834	178,551	0.4%
February	178,082	180,897	1.6%
March	177,889	182,338	2.5%
END OF PERIOD	177,889	182,338	2.5%

First Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	132,943	136,506	2.7%
Laughlin	10,660	10,696	0.3%
Mesquite	2,683	2,729	1.7%
Lake Tahoe*	2,350	2,350	0.0%
Washoe County	16,938	17,806	5.1%
All other counties	12,315	12,251	(0.5%)
END OF PERIOD (State)	177,889	182,338	2.5%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2008.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2006	2007	PERCENT CHANGE
April	\$1,627,597	\$1,524,091	(6.4%)
May	1,696,430	1,986,120	17.1%
June	1,722,115	1,669,650	(3.0%)
July	1,583,503	1,739,775	9.9%
August	1,390,641	1,525,089	9.7%
September	1,352,474	1,536,927	13.6%
October	1,443,826	1,489,857	3.2%
November	1,587,669	1,647,801	3.8%
December	1,643,169	1,784,532	8.6%

MONTH	2007	2008	PERCENT CHANGE
January	1,479,144	1,414,481	(4.4%)
February	1,167,145	1,218,220	4.4%
March	1,536,132	1,614,064	5.1%
TOTAL	\$18,229,845	\$19,150,608	5.1%

First Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County	\$3,814,528	\$3,887,885	1.9%
Washoe County	228,509	224,522	(1.7%)
Douglas County*	54,222	49,501	(8.7%)
Elko County	35,409	36,101	2.0%
Carson City	9,192	9,890	7.6%
All other counties	40,562	38,866	(4.2%)
TOTAL (State)	\$4,182,421	\$4,246,766	1.5%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2006	2007	PERCENT CHANGE
April	\$989,966,000	\$1,053,250,000	6.4%
May	1,126,549,000	1,143,446,000	1.5%
June	907,709,000	959,985,000	5.8%
July	1,039,448,000	1,146,006,000	10.3%
August	1,063,347,000	1,016,466,000	(4.4%)
September	984,973,000	1,058,349,000	7.4%
October	1,062,743,000	1,164,875,000	9.6%
November	1,140,745,000	981,124,000	(14.0%)
December	1,062,941,000	1,095,422,000	3.1%

MONTH	2007	2008	PERCENT CHANGE
January	1,117,141,000	1,064,090,000	(4.7%)
February	1,056,373,000	1,014,824,000	(3.9%)
March	1,054,779,000	1,038,751,000	(1.5%)
TOTAL	\$12,606,714,000	\$12,736,588,000	1.0%

First Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:	\$2,759,524,000	\$2,666,515,000	(3.4%)
Strip	1,723,759,000	1,671,404,000	(3.0%)
Downtown	160,053,000	157,650,000	(1.5%)
Laughlin	175,085,000	163,524,000	(6.6%)
Mesquite	39,825,000	41,684,000	4.7%
County balance	660,802,000	632,253,000	(4.3%)
Washoe County	244,648,000	227,915,000	(6.8%)
Lake Tahoe*	74,955,000	79,167,000	5.6%
Elko County	74,399,000	73,841,000	(0.8%)
Carson Valley Area	28,853,000	27,249,000	(5.6%)
All other counties	45,914,000	42,978,000	(6.4%)
TOTAL (State)	\$3,228,293,000	\$3,117,665,000	(3.4%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2006	2007	PERCENT CHANGE
April	4,368,899	4,445,882	1.8%
May	4,399,352	4,659,111	5.9%
June	4,410,670	4,674,175	6.0%
July	4,632,419	4,802,028	3.7%
August	4,579,200	4,822,538	5.3%
September	4,244,786	4,341,997	2.3%
October	4,510,377	4,535,035	0.5%
November	4,290,606	4,216,181	(1.7%)
December	4,227,677	4,086,782	(3.3%)

MONTH	2007	2008	PERCENT CHANGE
January	4,107,566	4,003,239	(2.5%)
February	3,894,751	4,025,903	3.4%
March	4,721,481	4,603,795	(2.5%)
TOTAL	52,387,784	53,216,666	1.6%

First Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,330,609	11,277,103	(0.5%)
Reno-Tahoe Int.	1,270,334	1,224,926	(3.6%)
North Las Vegas	32,372	26,688	(17.6%)
Laughlin/Bullhead Int.	69,884	81,658	16.8%
Elko Airport	13,203	12,716	(3.7%)
Henderson Exec. Airport	7,396	9,846	33.1%
TOTAL (State)	12,723,798	12,632,937	(0.7%)

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2006	2007	PERCENT CHANGE
April	2,344,089	1,873,612*	(20.1%)
May	2,279,376**	2,714,662	19.1%
June	2,533,404**	2,880,588	13.7%
July	2,128,997*,**	3,032,027	42.4%
August	2,234,868*,**	2,836,524***	26.9%
September	2,077,872*,**	2,408,292***	15.9%
October	2,043,367*	2,234,783***	9.4%
November	2,015,778*	2,467,237	22.4%
December	2,118,420*	2,447,990	15.6%

MONTH	2007	2008	PERCENT CHANGE
January	1,920,324*	2,092,608	9.0%
February	1,844,965*	2,138,901	15.9%
March	2,073,797*	2,488,722	20.0%
TOTAL	25,615,257	29,615,946	15.6%

First Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
I-15 at Primm/Jean	1,610,543	1,585,867	(1.5%)
I-15 at Mesquite	994,733	969,462	(2.5%)
I-80 at Verdi	— *	1,082,684	—
I-80 at Wells	199,533	66,682****	(66.6%)
All other entry points	3,034,277	3,015,536	(0.6%)
TOTAL (State)	5,839,086	6,720,231	15.1%

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to road construction on Interstate 80 at Verdi, the traffic totals for July 2006 through April 2007 do not contain any data.

**Due to road construction at various other entry points, the respective traffic totals for May 2006 through September 2006 do not contain any data.

***Due to road construction on Interstate 15 at Mesquite, the traffic totals for August through October 2007 do not contain any data.

****Due to equipment failure on Interstate 80 at Wells, the traffic totals for February and March 2008 do not contain any data..

Park Usage

The number of people visiting state and nearby national parks.

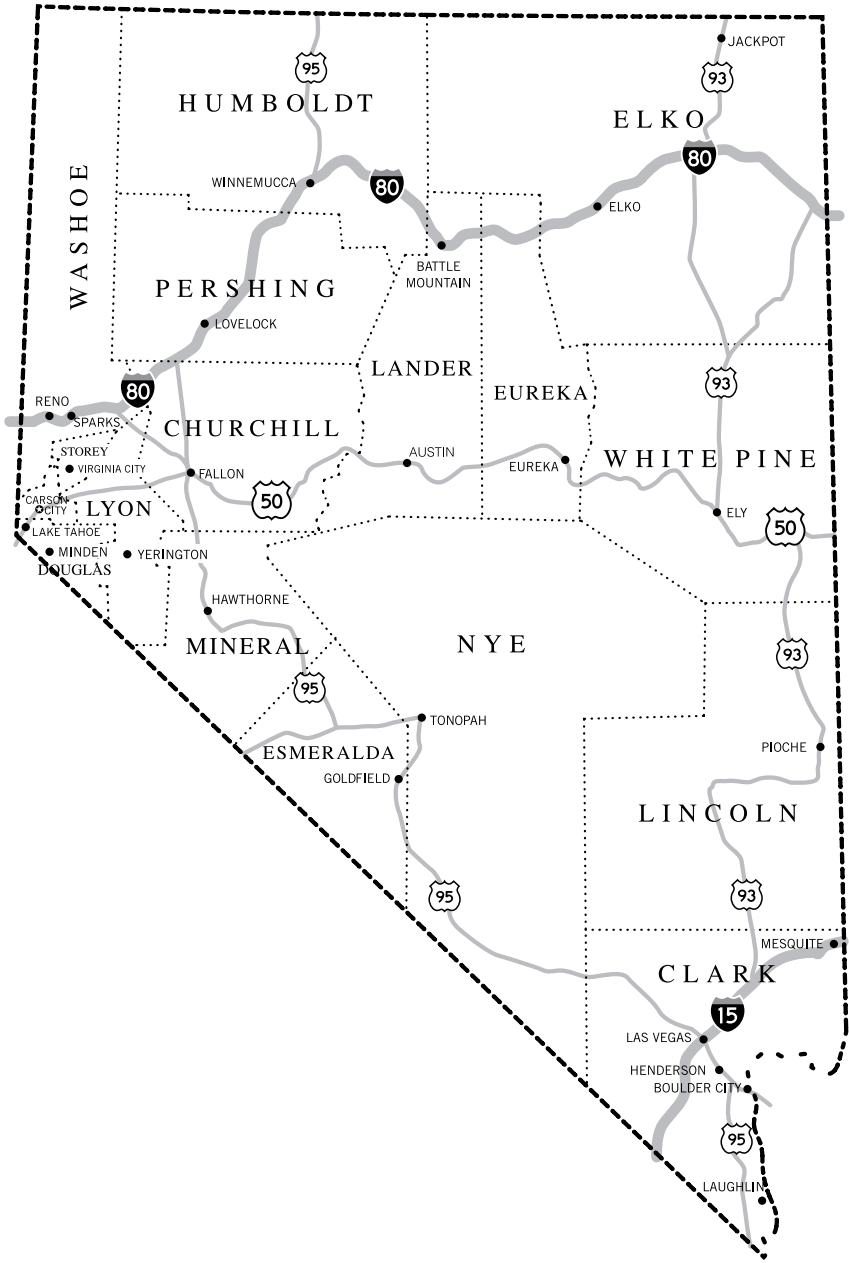
MONTH	2006	2007	PERCENT CHANGE
April	2,171,931	2,250,617	3.6%
May	2,537,848	2,546,432	0.3%
June	2,975,224	3,111,730	4.6%
July	3,484,032	3,579,623	2.7%
August	3,234,921	3,400,301	5.1%
September	2,490,991	2,567,514	3.1%
October	2,126,859	2,118,732	(0.4%)
November	1,359,119	1,396,251	2.7%
December	935,795	1,116,416	19.3%

MONTH	2007	2008	PERCENT CHANGE
January	1,064,904	954,473	(10.4%)
February	1,146,961	1,146,987	—
March	1,745,087	1,930,046	10.6%
TOTAL	25,273,672	26,119,122	3.3%

First Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Nevada State Parks	521,467	487,986	(6.4%)
Great Basin Nat. Park	4,582	4,705	2.7%
Lake Mead Nat. Rec. Area	1,460,966	1,454,322	(0.5%)
Hoover Dam Visitor Center	177,234	198,992	12.3%
Red Rock Canyon	224,104	249,553	11.4%
Grand Canyon Nat. Park	644,752	640,849	(0.6%)
Zion Nat. Park	322,192	311,395	(3.4%)
Bryce Canyon Nat. Park	118,188	142,770	20.8%
Death Valley Nat. Park	132,336	169,268	27.9%
Yosemite Nat. Park	351,131	371,666	5.8%
TOTAL (All Parks)	3,956,952	4,031,506	1.9%

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

Carson Valley Chamber of Commerce

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Elko Regional Airport

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountychamber.com

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.visithenderson.com

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.bluelaketahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
Fax: 702-892-2824 • www.VisitLasVegas.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, D.C. 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • parks.nv.gov

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • gaming.nv.gov

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.zplace2b.com/pccofo

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.visitrenotahoe.com

Reno-Tahoe International Airport

2006 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
www.renoairport.com

Tahoe-Douglas Chamber of Commerce

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
tahoe.tahoechamber.org

Tonopah Convention Center

301 Brougner Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org

